

# Maximize Upsell Opportunities

# POWER

U.S.

Parts and Service Solutions

Vehicle Report Card

### Ask Yourself...

- ? Do I have too many one-line ROs?
- ? Are my technicians making enough recommendations?
- ? Are my advisors upselling recommended services?
- ? How can I ensure someone follows up on every declined service?
- ? How can I tell which advisors are really making money in service and which need to improve?

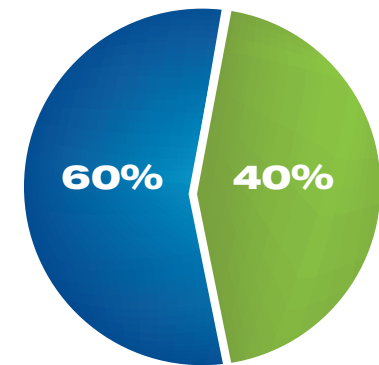
### Expect Results

- Gain two more technician recommendations per RO on average when using the Vehicle Report Card process.<sup>1</sup>
- Increase upsell opportunities with a consistent inspection process.
- Empower advisors to sell more service and have higher closing ratios.
- Increase customer satisfaction by requiring follow-up on all declined service recommendations.
- Improve the performance of your techs and advisors by monitoring their recommendations and closing ratios.

<sup>1</sup>Reynolds Customer Survey

<sup>2</sup>Bain & Company, Inc. Research

### Who Gets Paid for Post-warranty Service?



■ Non-dealership Shops  
■ Dealerships

Approximately 60% of non-warranty service revenue goes to independent and other non-dealership shops. What are you doing to identify and capture this revenue?<sup>2</sup>

